

FIG. 1

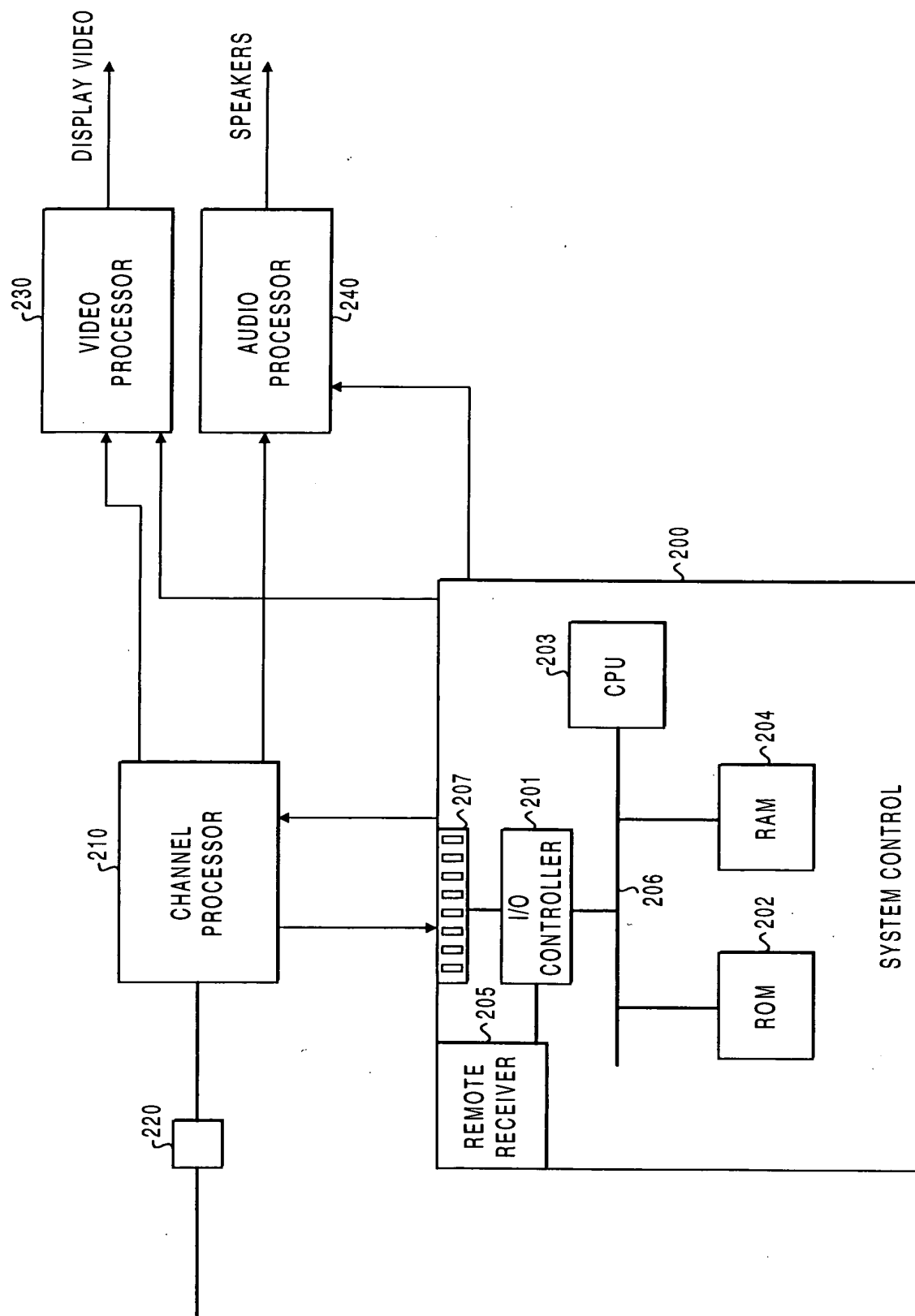


FIG. 2

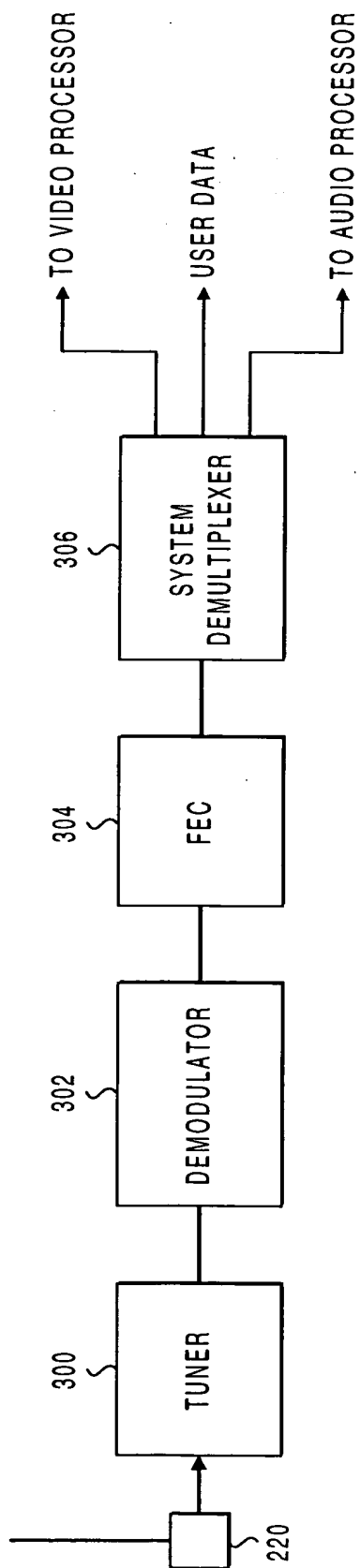


FIG. 3

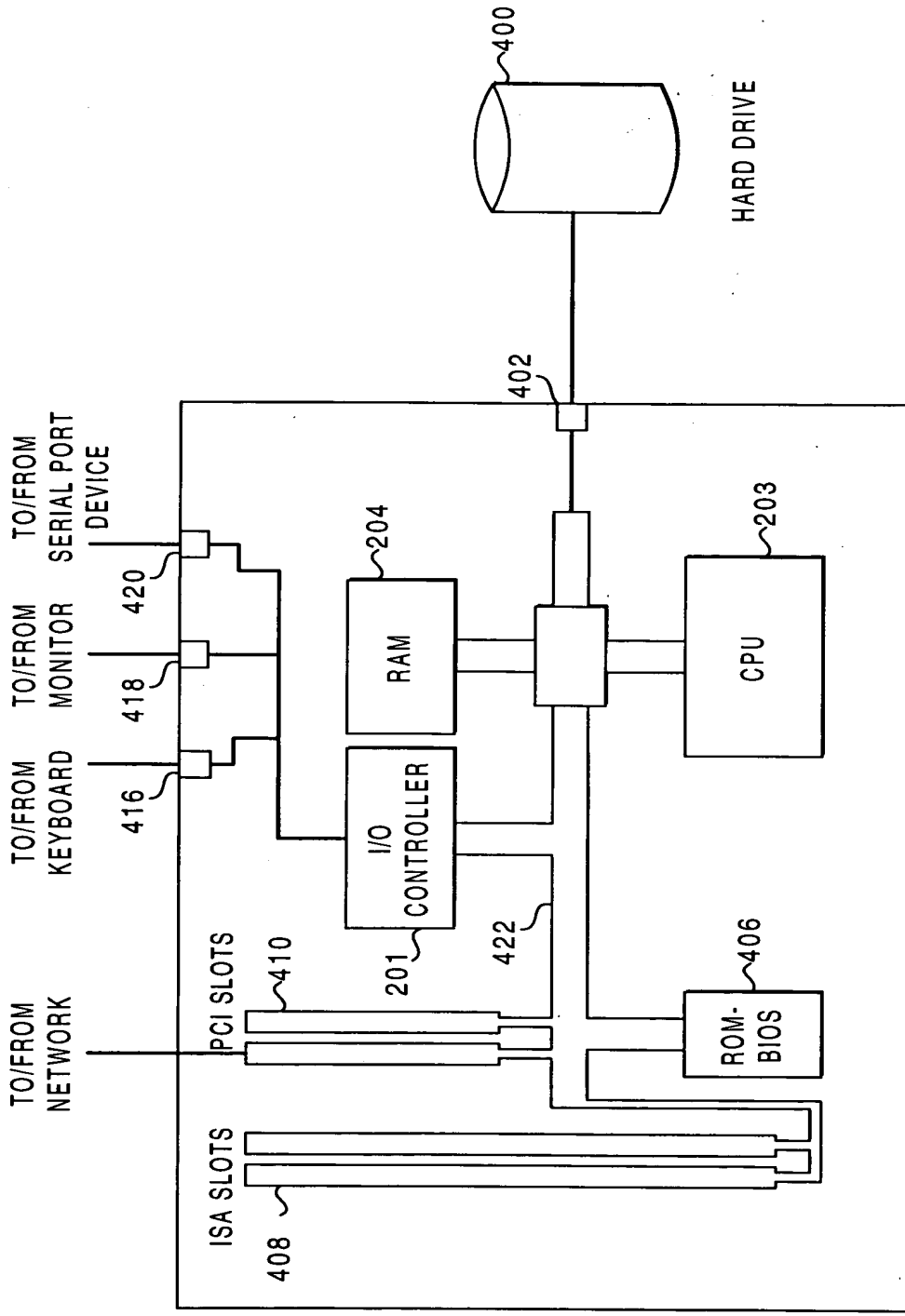


FIG. 4

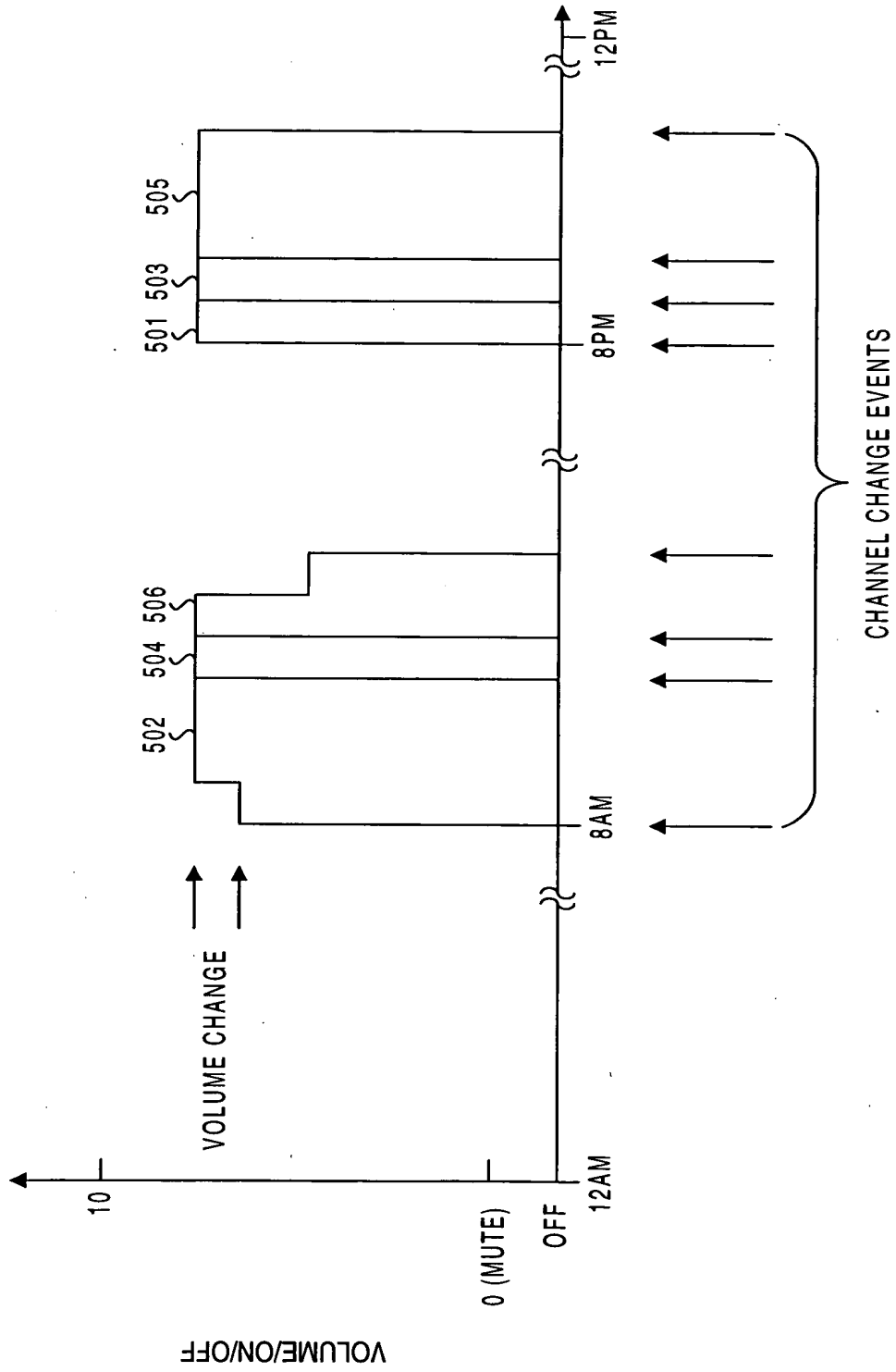


FIG. 5

SECRET 88060260

602 {		604 {		603 {		601 {
TIME	CHANNEL ID	PROGRAM TITLE			VOLUME	
08:01:25AM	06	"MORNING TV"			5/10	
08:01:45AM	13	"GOOD MORNING AMERICA"			5/10	
08:03:25AM	13	"GOOD MORNING AMERICA"			6/10	
:						
06:11:25PM	09	"SEINFELD"			5/10	
06:15:23PM	09	"ADVERTISING"			5/10	
06:17:25PM	09	"SEINFELD"			5/10	
06:28:10PM	09	"ADVERTISING"			5/10	
06:30:07PM	52	"LIVING SINGLE"			5/10	
:						

FIG. 6

700		702	704	706
Σ		Σ	Σ	Σ
TIME OF DAY	MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME	
MORNING (6AM-9AM)	61	2	5/10	
MID-DAY (9AM-3PM)	0	0	-	
AFTERNOON (3PM-6PM)	0	0	-	
NIGHT (6PM-10PM)	122	4	6/10	
LATE NIGHT (12AM-6AM)	0	0	-	
TOTAL	183	6	5.7/10	

FIG. 7

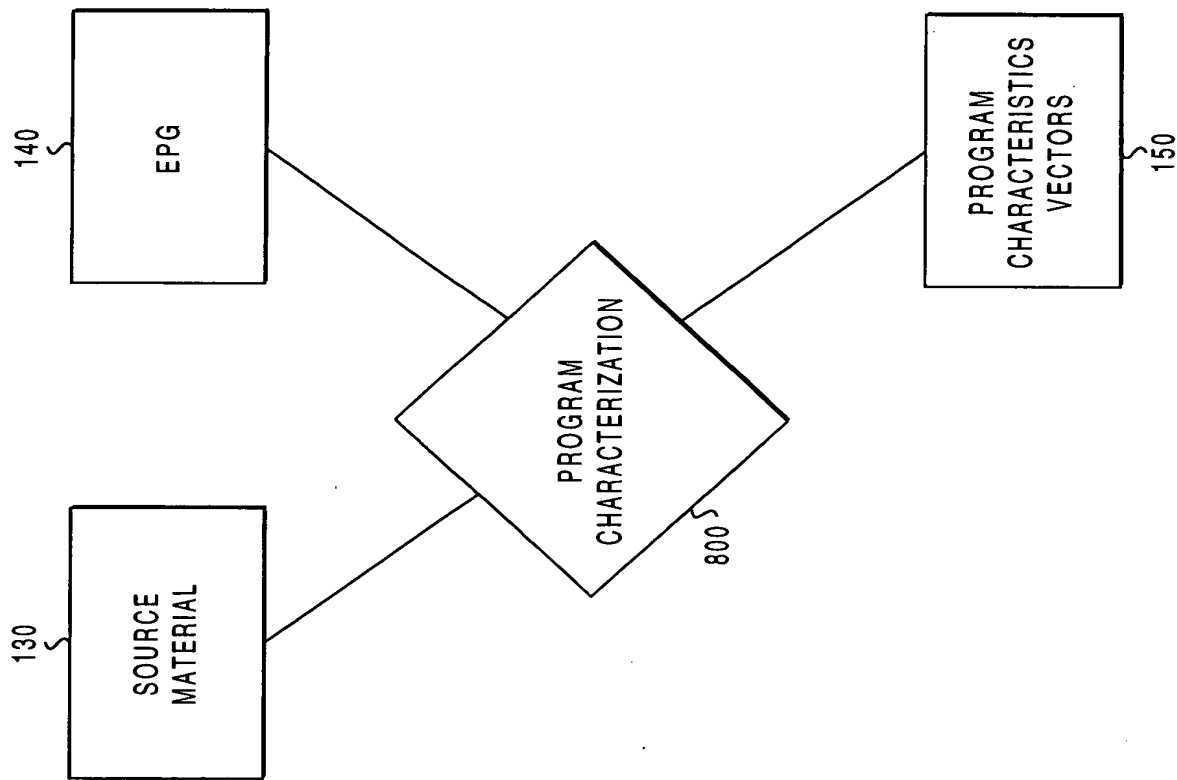


FIG. 8A

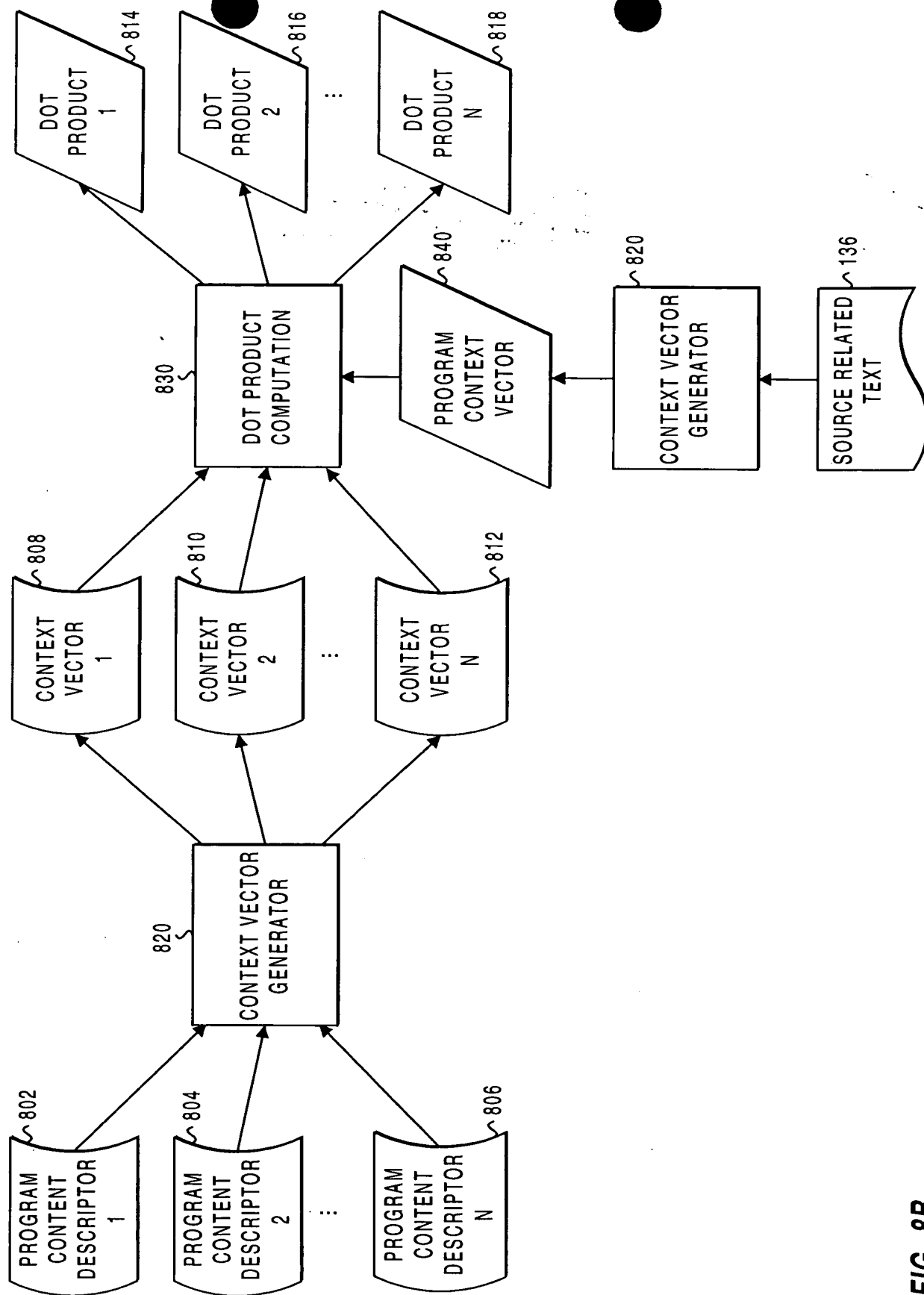


FIG. 8B

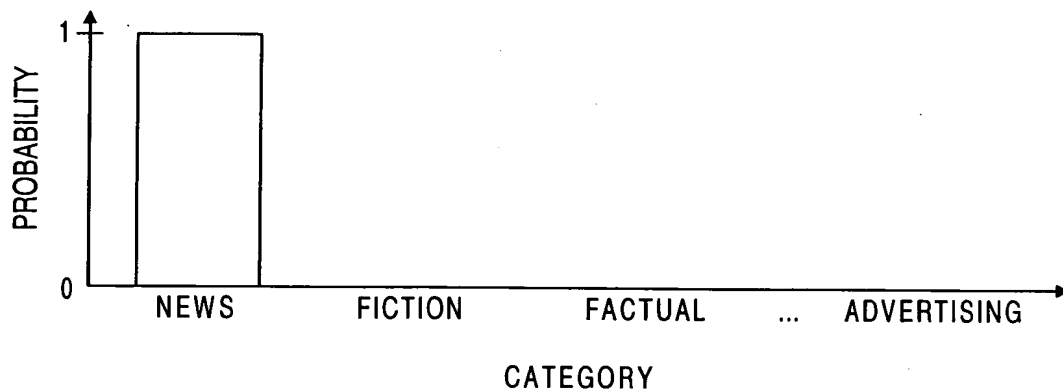


FIG. 9A

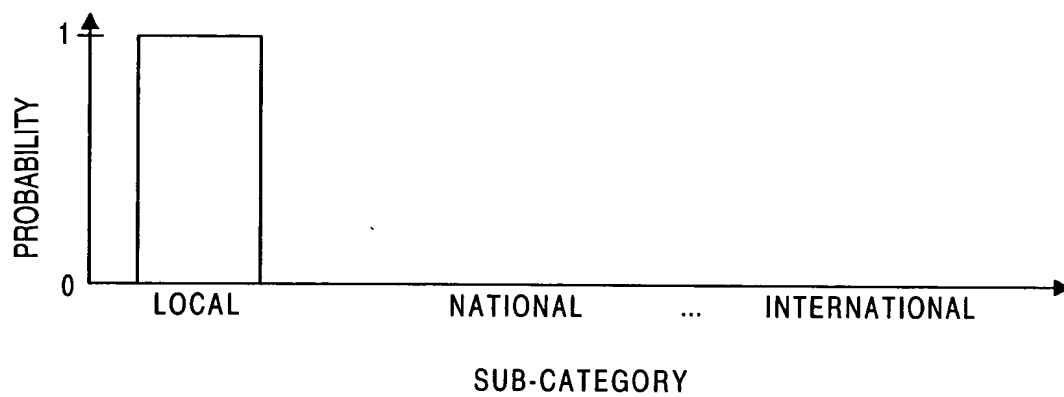


FIG. 9B

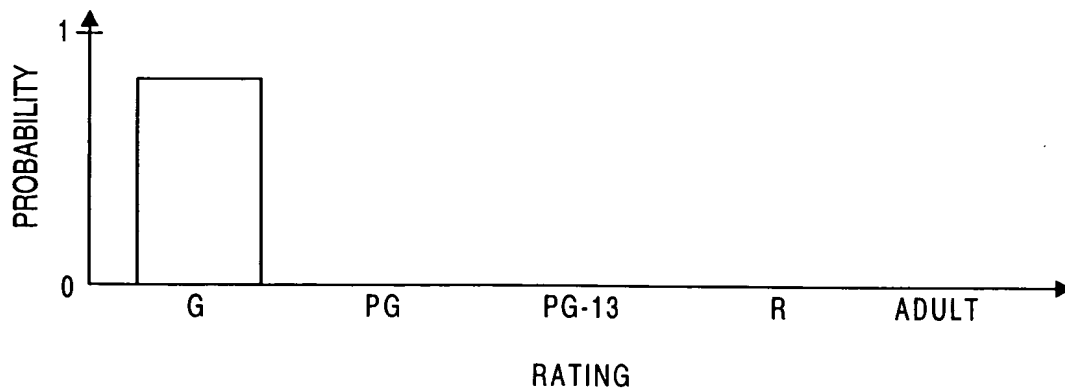


FIG. 9C

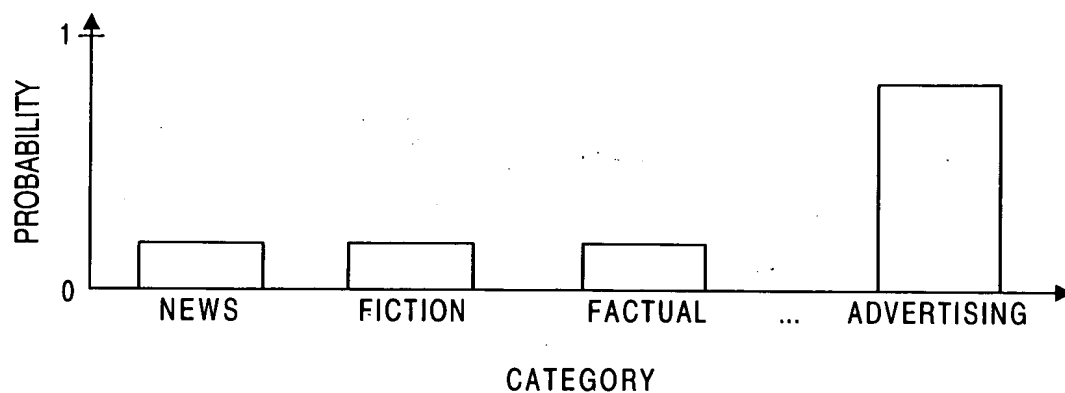


FIG. 9D

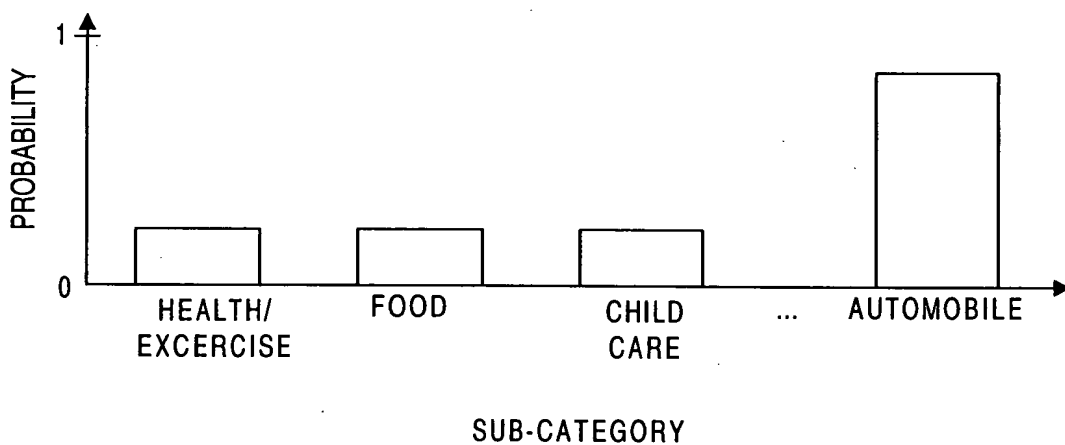


FIG. 9E

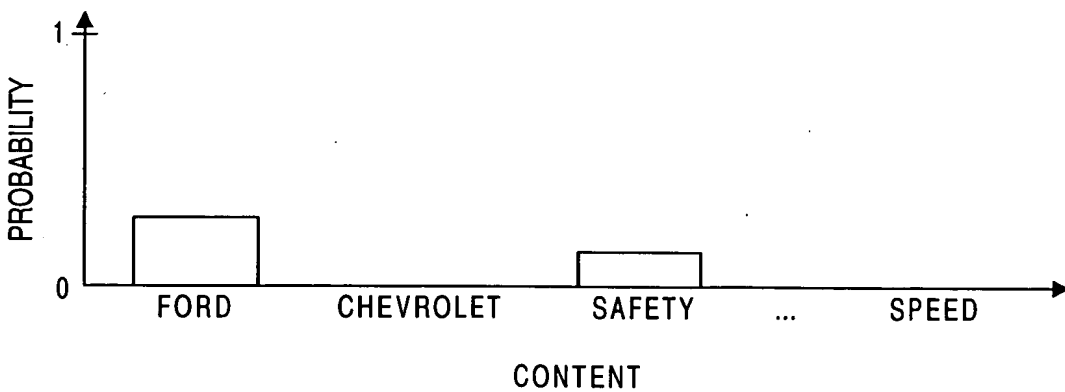


FIG. 9F

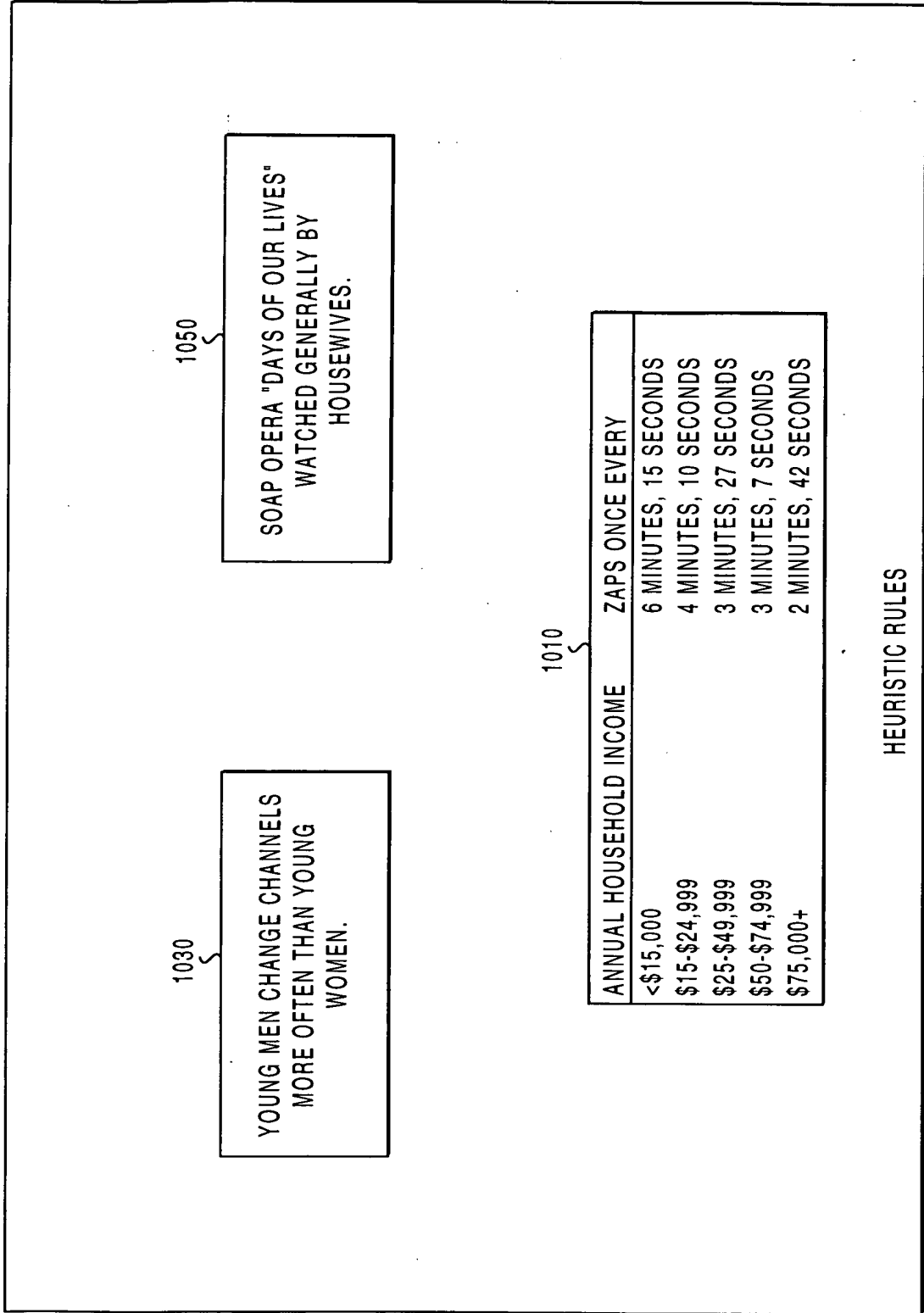


FIG. 10A

Parameter	Estimate	Standard Error	z-Statistic	P-Value	95% Confidence Interval
Intercept	1.0000	0.0000	1.0000	1.0000	1.0000
Age	0.0000	0.0000	0.0000	1.0000	0.0000
Gender	0.0000	0.0000	0.0000	1.0000	0.0000
Marital Status	0.0000	0.0000	0.0000	1.0000	0.0000
Education	0.0000	0.0000	0.0000	1.0000	0.0000
Income	0.0000	0.0000	0.0000	1.0000	0.0000
Health	0.0000	0.0000	0.0000	1.0000	0.0000
Occupation	0.0000	0.0000	0.0000	1.0000	0.0000
Religion	0.0000	0.0000	0.0000	1.0000	0.0000
Political Affiliation	0.0000	0.0000	0.0000	1.0000	0.0000
Volunteering	0.0000	0.0000	0.0000	1.0000	0.0000
Charitable Giving	0.0000	0.0000	0.0000	1.0000	0.0000
Community Involvement	0.0000	0.0000	0.0000	1.0000	0.0000
Life Satisfaction	0.0000	0.0000	0.0000	1.0000	0.0000
Overall Health	0.0000	0.0000	0.0000	1.0000	0.0000
Life Expectancy	0.0000	0.0000	0.0000	1.0000	0.0000
Quality of Life	0.0000	0.0000	0.0000	1.0000	0.0000
Life Satisfaction	0.0000	0.0000	0.0000	1.0000	0.0000
Life Expectancy	0.0000	0.0000	0.0000	1.0000	0.0000
Quality of Life	0.0000	0.0000	0.0000	1.0000	0.0000

DEMOGRAPHIC GROUPS										
		AGE		INCOME			SIZE		GENDER	
		0-10	10-18 ...	>70	0-20K	20-50K	... 50-100K	1	2 ... >5	M F
CATEGORIES	NEWS	0.1	0.1	0.4	0.2	0.3	0.4	0.5	0.3	0.7
	FICTION	0.5	0.3	0.2	0.4	0.2	0.3	0.3	0.2	0.8 0.2
	FACTUAL	0.2	0.2	0.3	0.1	0.4	0.2	0.2	0.2	0.4 0.6
	:									
	ADVERTISING	0.1	0.3	0.5	0.3	0.2	0.1	0.2	0.1	0.3 0.5 0.5

FIG. 10B

SECRET 88040260

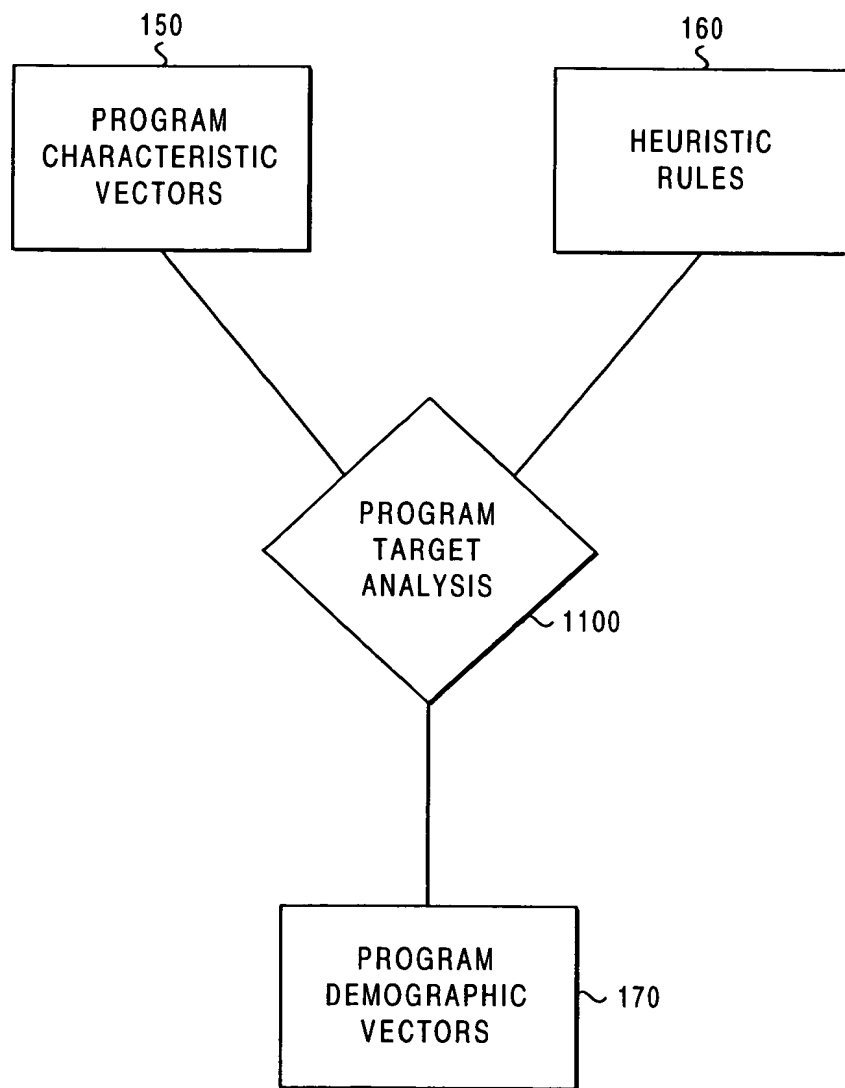


FIG. 11

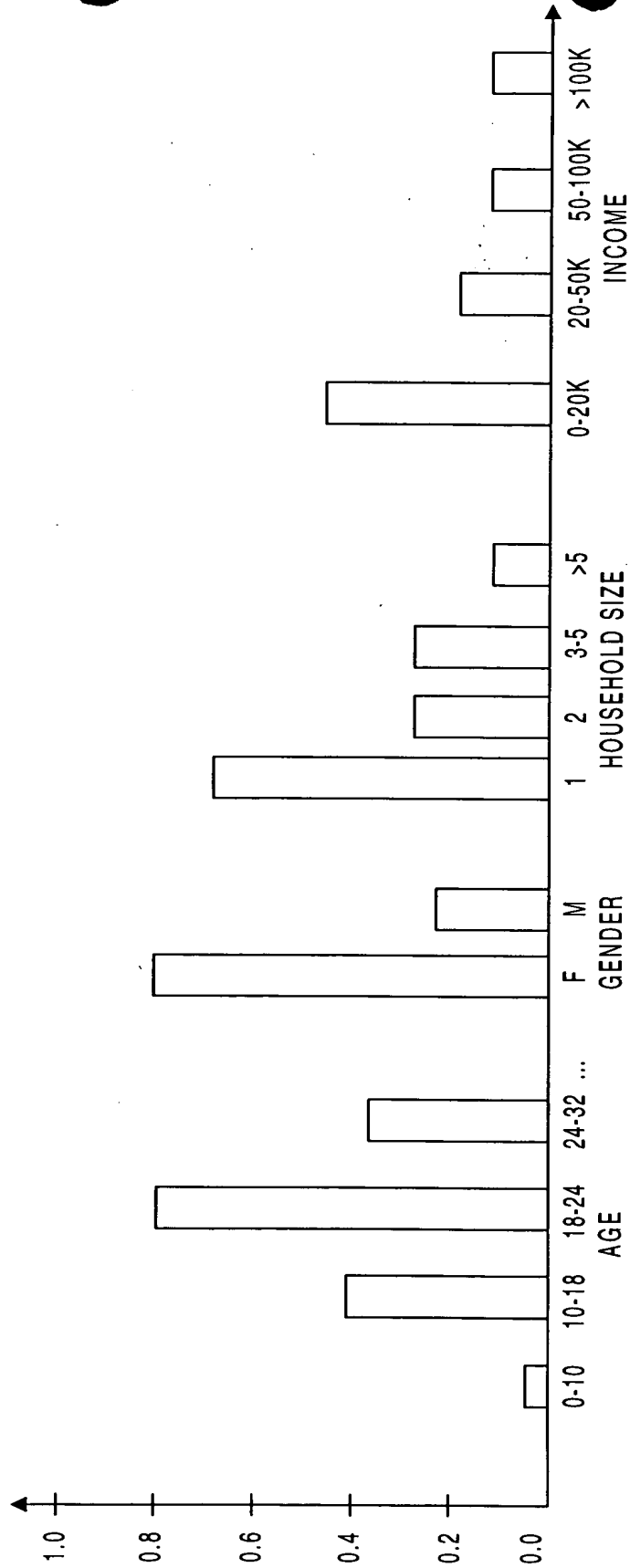


FIG. 12

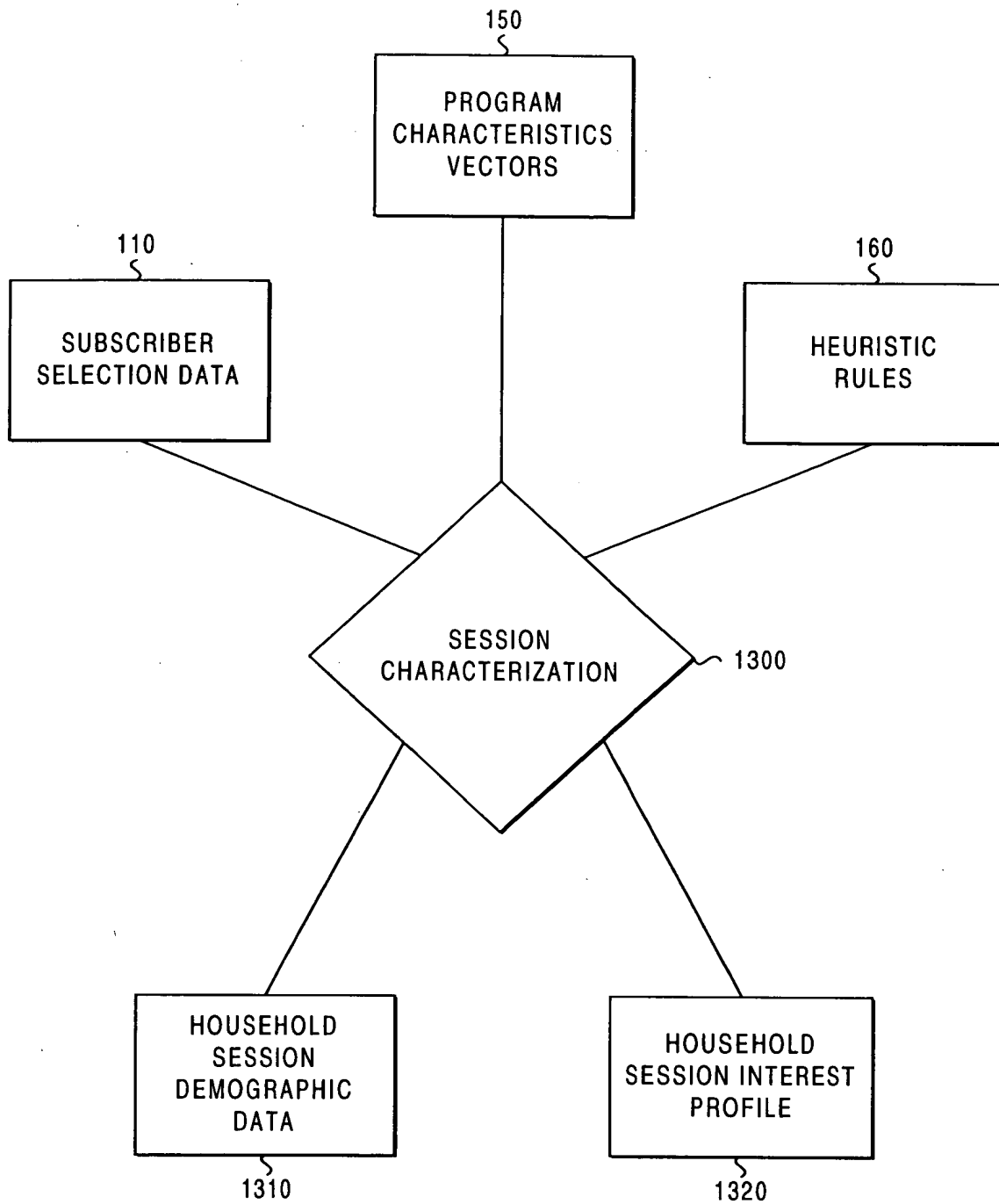


FIG. 13

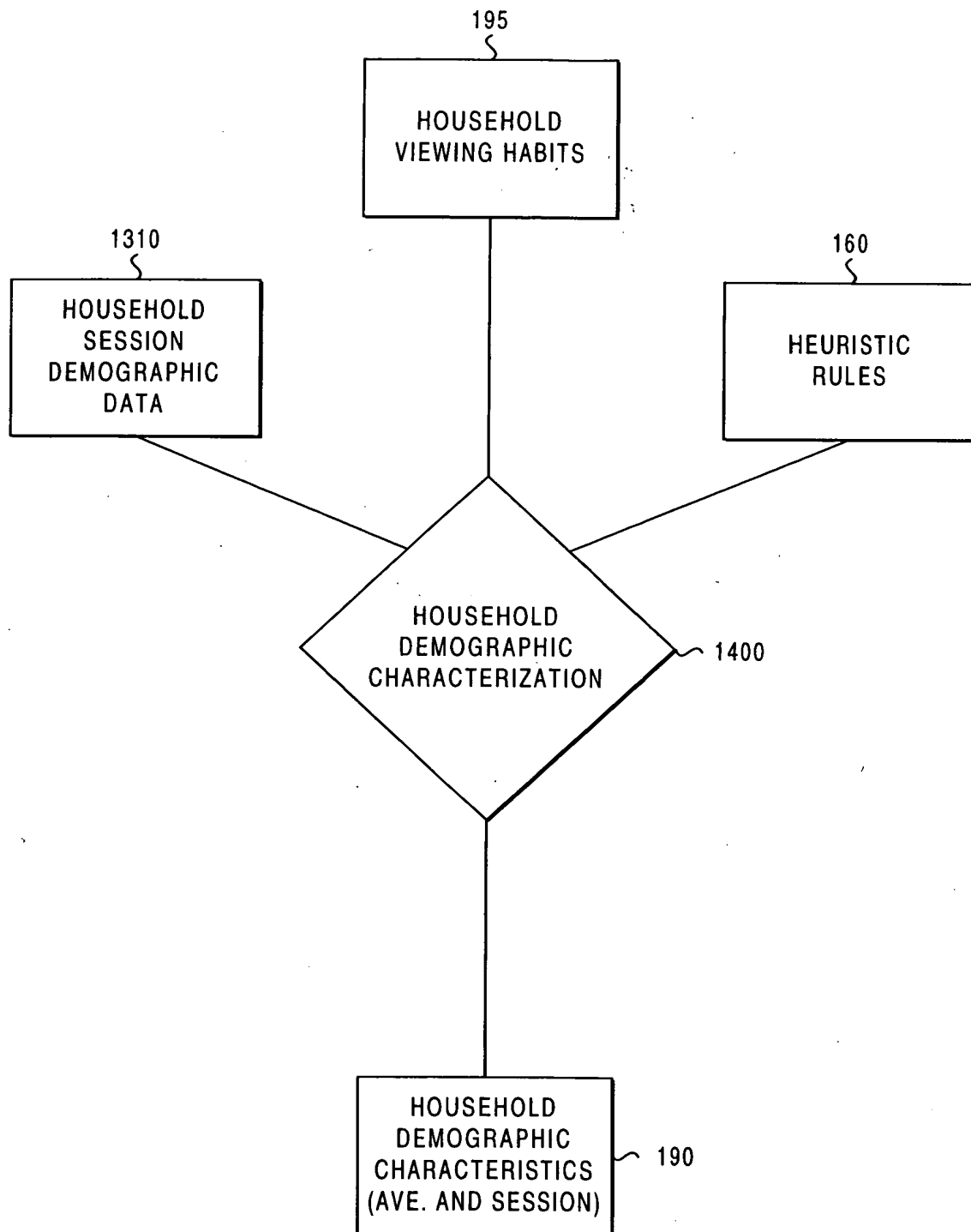


FIG. 14

SECRET - 88040250

1501 \$	1505 \$	1503 \$	1507 \$
HOUSEHOLD PARAMETER	AVERAGE VALUE	SESSION VALUE	UPDATE?
SIZE	2.6	3.0	YES
AGE	23.5	12	YES
SEX (FEMALE=1)	0.6	0.7	YES
INCOME (\$0-\$20K)	0.1	0.1	YES
INCOME (\$20-\$50K)	0.6	0.7	YES
INCOME (\$50-\$100K)	0.2	0.1	YES
INCOME (>\$100K)	0.1	0.1	YES
ZIP CODE			NO
TELEPHONE NUMBER			NO

FIG. 15

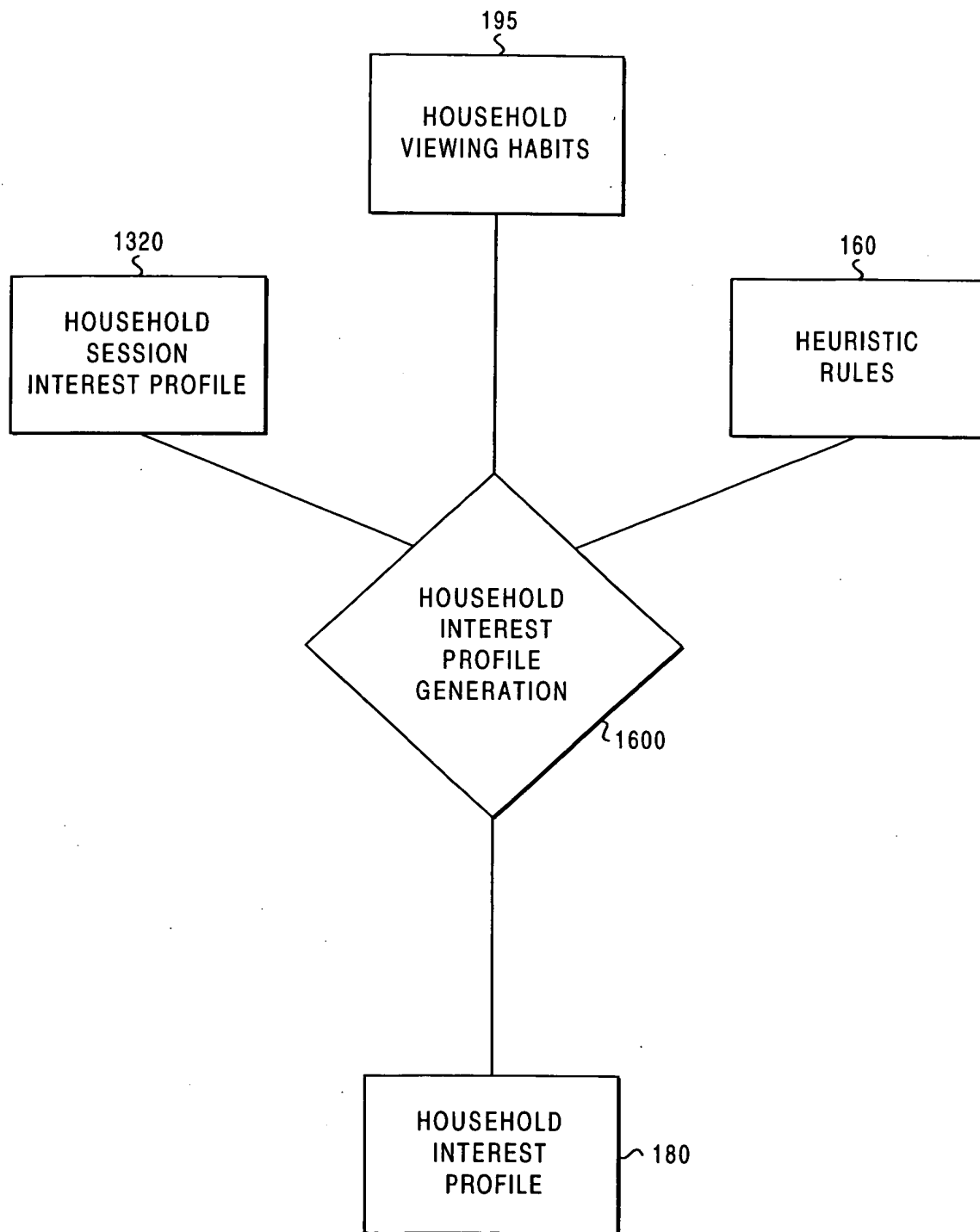


FIG. 16

	1701 HOUSEHOLD INTEREST	1703 AVERAGE VALUE	1705 SESSION VALUE
1709 PROGRAMMING	DRAMA ROMANCE ACTION SITCOM : SPORTS	0.1 0.1 0.6 0.2 : 0	0.20 0.20 0.25 0.30 : 0.05
1707 PRODUCTS	HEALTH/EXCERCISE FOOD CHILD RELATED TOYS : AUTOMOBILE	0.6 0.3 0.0 0.0 : 0.1	0.2 0.4 0.1 0.1 : 0.2

FIG. 17